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PATENT
25896.344; P0123A ELF

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| Applicants | Jack K. Zhang, et al. |
| Serial No. 10/800,884 | Filing Date: March 15, 2004 |
| Title of Application: | Methods And Systems For Mapping Locations Of Wireless Transmitters For Use In Gathering Market Research Data |
| Confirmation No. 1954 | Art Unit: 2617 |
| Examiner | Tran, CongVan |

Mail Stop Amendment
Commissioner for Patents
Post Office Box 1450
Alexandria, VA 22313-1450

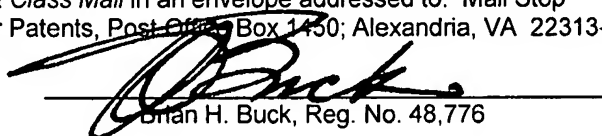
Response to Official Action

In response to the Official Action of October 5, 2006, reconsideration of the instant application is respectfully requested in view of the following:

Remarks beginning on page two (2) of this Paper.

Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, Post Office Box 1450; Alexandria, VA 22313-1450.

January 5, 2007


Brian H. Buck, Reg. No. 48,776

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